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- b. storing said received employment position data;
 - c. receiving individual candidate data, representative of a personality profile for said employment candidate;
 - d. comparing said individual candidate data with said employment position data to produce a list of potential employment positions for said candidate, from said employment positions, said list identifying those of said employment positions for which defined personality traits, as reflected by said employment position data, match said individual candidate data;
 - e. providing said list to said candidate.
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3. (Amended) The method of claim 1 further comprising, providing said candidate with a candidate questionnaire in order to determine said individual candidate data and thereby assess said personality profile.

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4. (Amended) The method of claim 3, further comprising providing an employee questionnaire to successful employees, filling each of said specific employment positions, to determine said employment position data thereby assessing said plurality of defined personality traits for said each of said plurality of employment positions.

18. (Amended) A computer readable medium, storing computer software that when loaded into a computing device, adapts said computing device to:

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- i. for each of a plurality of available employment positions, receive employment position data measuring a plurality of defined personality traits for suitable candidates for each of a plurality of employment positions from a plurality of employers;

- ii. store said received employment position data at said computing device;
- iii. receive individual candidate data, representative of a personality profile for said candidate;
- iv. compare said individual candidate data with said employment position data to produce a list of potential employment positions for said individual candidate from said employment positions, said list identifying those of said employment positions for which defined personality traits, as reflected by said employment position data, match said individual candidate data;
- v. provide said list to said individual candidate.

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19. (Amended) A computing device, for interconnection with a computer network, said computing device comprising:

- a. a processor;
- b. computer memory in communication with said processor;

said computer memory storing processor readable instructions adapting said computing device to:

- i. for each of a plurality of available employment positions, receive employment position data measuring a plurality of defined personality traits for suitable candidates for each of a plurality of employment positions from a plurality of employers;
- ii. store said received employment position data at said computing device;
- iii. receive individual candidate data, representative of a personality profile for said candidate;
- iv. compare said individual candidate data with said employment position data to produce a list of potential employment positions for

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said individual candidate from said employment positions, said list identifying those of said employment positions for which defined personality traits, as reflected by said employment position data, match said individual candidate data;

v. provide said list to said individual candidate.

21. (New) The method of claim 3, wherein said questionnaire comprises a psychometric test to assess said personality profile.

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22. (New) A method of matching employment seekers to available employment openings, comprising:

for each of said employment openings storing aggregate personality profiles, reflective of desired personality traits for that employment opening;

for each of said employment openings storing identifying information for that employment opening;

administering a questionnaire to an employment seeker;

assessing a personality profile of said employment seeker based on said questionnaire;

comparing said personality profile of said employment seeker to said stored aggregate personality profiles, to determine ones of said employment openings suiting said personality profile of said employment seeker;

identifying to said employment seeker, said identifying information of said employment openings suiting said personality profile of said employment

seeker based on said comparing.

23. (New) The method of claim 22, wherein said questionnaire comprises a psycho-metric test to assess said personality profile.
24. (New) The method of claim 22, wherein said aggregate personality profiles for each of said employment openings is assessed using said questionnaire.
25. (New) A method of filtering access to a database of available employment opportunities, accessible by way of a data network, said method comprising:

for each employment opportunity, storing an aggregate personality profile, reflective of desired personality traits for that employment opportunity, and associated information about that employment opportunity;

providing a questionnaire to an employment seeker;

receiving responses to said questionnaire;

assessing a personality profile of said employment seeker based on said responses;

comparing said personality profile of said employment seeker to said stored aggregate personality profiles, to determine ones of said employment opportunities suiting said personality of said employment seeker;

identifying to said employment seeker said employment opportunities

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suiting said personality profile of said employment seeker, and said associated information of said employment opportunities suiting said personality profile of said employment seeker, based on said comparing.

26. (New) A method of operating an on-line database service matching employment opportunities of various employers to employment seekers, said method comprising:

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for each employment opportunity, receiving from one of said various employers, an aggregate personality profile, reflective of desired personality traits for that employment opportunity, and associated information about that employment opportunity;

storing said aggregate personality profile;

providing a questionnaire to an employment seeker;

receiving responses to said questionnaire;

assessing a personality profile of said employment seeker based on said responses;

comparing said personality profile of said employment seeker to said stored aggregate personality profiles, to determine ones of said employment openings suiting said personality profile of said employment seeker;

identifying to said employment seeker, said employment opportunities suiting said personality profile of said employment seeker, and said associated information of said employment opportunities suiting said